



## **How to Master the Art of Selling Anything (12 Audiotapes) (The most effective sales training program ever produced!)**

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Since 1976, Tom Hopkins International has been dedicated to providing the finest sales training strategies and techniques to individuals and companies alike. Our clients are: (1) men and women who, like Tom, have chosen the profession of selling as a career, and (2) companies that understand the value of having a well-trained sales force. Tom Hopkins is a sales legend. Many believe that natural ability is enough to make you successful in a selling career. The truth of the matter is that natural skill, combined with "how to" training is the real secret to high level productivity. Having learned this lesson the hard way, Tom is quick to admit that his early sales career was not successful. After benefiting from professional training, he became a dedicated student, internalizing and refining sales techniques which enabled him to become the sales leader in his industry. The basis of this training is how-to strategies and tactics, not motivational hype. If students become motivated after learning our material, it's because they understand the power of the training and how they can increase their incomes because of it.

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